

## NOTICE OF MEETING

### NPDES TECHNICAL ADVISORY COMMITTEE

October 11, 2011

**TUESDAY, OCTOBER 18, 2011 – 10:00 AM to NOON**

**CITY OF BELMONT**

**EOC Room – 2<sup>ND</sup> Floor City Hall**

**ONE TWIN PINES LANE**

**(See location map on back)**

Web Site: [www.flowstobay.org](http://www.flowstobay.org)

## AGENDA

1. **INTRODUCTIONS, ANNOUNCEMENTS, MINUTES APPROVAL, AGENDA REVISIONS – MATT FABRY, Countywide Program Coordinator**
2. **PRESENTATIONS – MATT FABRY/EVERYONE**
  - A. **FEEDBACK ON ANNUAL REPORTING**
  - B. **STATE WATER BOARD'S APPROVAL OF ANNUAL STORMWATER PERMIT FEE INCREASES**
  - C. **CASQA CONFERENCE AND OTHER PRESENTATIONS**
  - D. **DISCUSS IDEAS FOR RESTRUCTURING TAC, SUBCOMMITTEES, AND WORK GROUPS**
  - E. **UPDATE ON COMMENTS SUBMITTED ON TENTATIVE ORDER TO REVISE MUNICIPAL REGIONAL STORMWATER PERMIT'S PROVISION C.3 AND ATTACHMENT F**
  - F. **UPDATE FROM FUNDING OPTIONS WORK GROUP MEETING**
  - G. **BASMAA UPDATE**
4. **SUBCOMMITTEE REPORTS**
  - A. **PUBLIC INFORMATION/PARTICIPATION – SHELLY REIDER, City of Millbrae**
  - B. **COMMERICAL/INDUSTRIAL, AND ILLICIT DISCHARGE – WARD DONNELLY, City of Daly City**
  - C. **NEW DEVELOPMENT – MATT FABRY**
  - D. **MUNICIPAL MAINTENANCE ACTIVITIES**
    - i. **MUNICIPAL MAINTENANCE SUBCOMMITTEE – FRED/STEVE TYLER, Town of Atherton**
    - ii. **TRASH WORK GROUP – FRED**
    - iii. **PARKS MAINTENANCE & IPM WORK GROUP – FRED**
  - E. **WATERSHED ASSESSMENT AND MONITORING – DERMOT CASEY, County Environmental Health**
5. **PUBLIC COMMENTS**
6. **ANNOUNCEMENTS**
7. **FUTURE MEETINGS**

NOV 15	@	_____
DEC 20	@	_____
JAN 17	@	_____

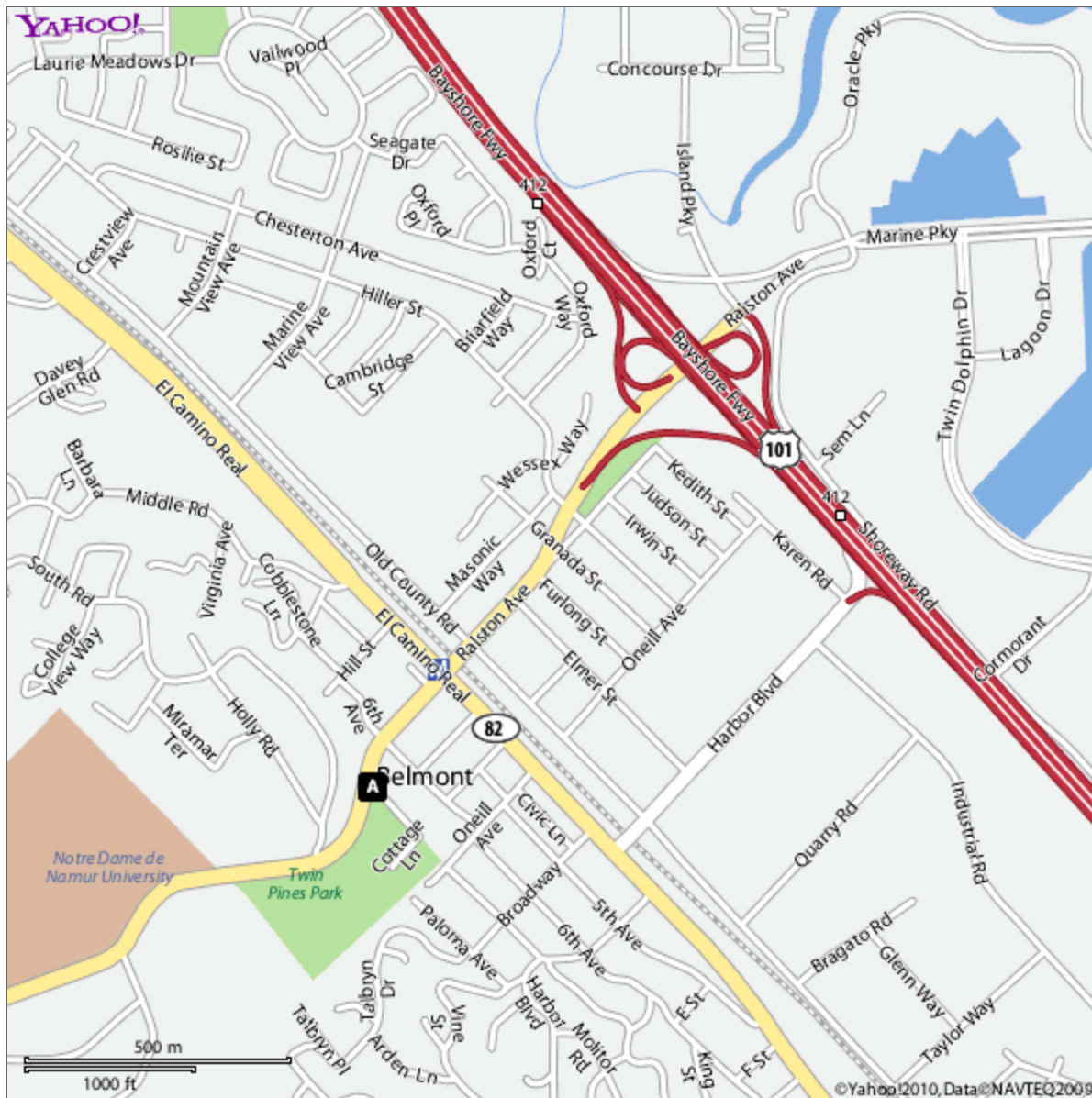
**Post by 5:00 P.M., Wednesday, October 11, 2011**

**NOTE: Persons with disabilities who require auxiliary aids or services in attending and participating in this meeting should contact Matthew Fabry at (415) 508-2134, five working days prior to the meeting date.**

Public records that relate to any item on the agenda for a regular NPDES Technical Advisory Committee (TAC) meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the TAC. The TAC has designated Brisbane's City Hall, located at 50 Park Place, Brisbane, for purpose of making those public records available for inspection. The documents are also available on the C/CAG Internet Web site, at the link for agendas for upcoming meetings. The website is located at: <http://www.ccag.ca.gov>

## Map of 1 Twin Pines Ln, Belmont, CA 94002-3888

YAHOO!



When using any driving directions or map, it's a good idea to do a reality check and make sure the road still exists, watch out for construction, and follow all traffic safety precautions. This is only to be used as an aid in planning.

### **NPDES TAC and Subcommittee Meeting Locations:**

- New Development – 1:30 to 3:30 pm, first Tuesday of every other month. Next New Development Subcommittee meeting will be November 1 at Redwood Shores Library at 399 Marine Pkwy. in Redwood City.
- Public Information/Participation – 10:00 am – noon, second Tuesday of every other month: next meeting will be on November 8 @ Millbrae's Chetcutti Room, 450 Poplar Ave., Millbrae.
- Technical Advisory Committee – 10:00 am to noon, third Tuesday of most months, location varies.
- Municipal Maintenance – Noon to 1:00 pm (\$10:00 lunch), fourth Wednesday quarterly: next meeting will be on October 26 @ at Holbrook-Palmer Park in Atherton.
- Parks Maintenance and Integrated Pest Management Work Group –Next activity will be a Structural IPM Training Workshop in conjunction with the San Francisco Estuary Partnership on November 9 from 10:30 am to 3:30 pm at Foster City Recreation Center and next work group meeting will be on January 24 at Redwood City's Municipal Service Center, 1400 Broadway in Redwood City.
- Trash Work Group – 10:00 to noon, usually fourth Wednesday each quarter at the Belmont Sports Complex, 550 Island Parkway, Belmont. Next meeting will be on December 6 at 10:00 am. – this is a different date than was discussed at Sept. work group meeting.
- Commercial/Industrial/Illicit Discharge Control – 1:00 to 2:30 pm, usually third Wednesday of every quarter: next meeting will be on December 14 @ San Mateo County Environmental Health's Conference Room, 2000 Alameda de las Pulgas, San Mateo.
- Watershed and Monitoring – 10:00 am to noon, second Thursday of month, approximately every quarter: Next meeting date will be determined.

Yellow highlight denotes recent change.

**NPDES Stormwater**  
**Technical Advisory Committee (TAC)**  
**DRAFT REPORT OF MEETING**

**TUESDAY, SEPTEMBER 13, 2011**

**10:00 AM to Noon**

**CITY OF MENLO PARK**

**1. INTRODUCTIONS, ANNOUNCEMENTS, ADOPTION OF MINUTES, & AGENDA REVISIONS**

Self-introductions were made, and the July TAC meeting minutes were adopted as written. The Countywide Program will host a low impact development training workshop on October 6 at the Mission Blue Conference Center in Brisbane. ABAG will be holding a training workshop on Buying Green products on November 3 in Oakland. The training will include a presentation on procuring integrated pest management services. Matt Fabry is on a panel to discuss low impact development and climate change at the State of the Estuary's conference on September 21.

**2. ACTION ITEM: APPROVE ANNUAL REPORT SUBMITTALS**

All of the duly authorized representatives present authorized Matt Fabry to submit the Countywide Program's portion of the Annual Report and the BASMAA's regional supplements to the Annual Report on behalf of their jurisdictions. Following the TAC meeting, the duly authorized representatives for jurisdictions that were not in attendance authorized Matt Fabry via email or voice mail to submit the documents on their jurisdictions' behalf.<sup>1</sup>

**3. PRESENTATIONS:**

**A. City/County Association of Governments.** Rich Napier expressed concern about the number of notices of violation that the Countywide Program's member agencies have received. Matt and Rich are identifying ways to help cities make sure that the cities' managers and public works directors are engaged with complying with the municipal regional stormwater permit, and are evaluating additional ways the Countywide Program can provide ongoing compliance assistance to jurisdictions. Attendees discussed ideas for providing assistance.

**B. Update on Unfunded Mandate Test Claim.** A draft response to the Water Board's comments on the unfunded mandate claim was sent to all of the Countywide Program's member agencies and their attorneys. The draft responses included input from Bob Falk, the attorney for SCVURPPP. The responses need to be finalized and submitted to the Commission on State Mandates by September 16. A Superior Court reviewed the Commission's decision on the Los Angeles unfunded mandate claim. The Court decided that the requirement to install and maintain trash receptacles at transit sites did not exceed the Clean Water Act's maximum extent practicable standard and were therefore not subject to state reimbursement. This Court decision does not set a precedent. A different court will decide the appeal of the Commission's San Diego unfunded mandate decision.

**C. State Water Board's Proposed Fee Increases.** Geoff Brosseau discussed this issue at the July TAC meeting. The State Water Resources Control Board (State Water Board) formed a task force to review the proposed fee increase. Geoff Brosseau and representatives from CASQA are members of this task force. The State Water Board staff seemed to understand the need to minimize any stormwater fee increases because of the fee overpayments charged to stormwater permittees in previous years. The State Water Board staff is proposing that stormwater permittees pay a 34.9% fee increase this fiscal year. Higher fees are needed to cover the shift in funding for basin planning from the state general fund to permittees and to cover the discontinuance of state furlough days. The Countywide Program will draft a comment letter regarding the proposed stormwater fee increases.

**D. Draft Phase 2 Permit and Its Possible Implications.** Information was discussed about the State Water Board's draft general permit for Storm Water Discharges from Small Municipal Separate Storm Sewer Systems. The municipalities in San Mateo County will not be affected directly by this reissued permit because they are covered under the municipal regional stormwater permit. There are a number of proposed items in the draft permit that may be impractical to require small cities to implement. BASMAA submitted a comment letter on the draft Phase 2 permit.

<sup>1</sup> Atherton: Steve Tyler, Public Works Superintendent, via email on 9/14; Colma: Brad Donohue, Deputy Public Works Director, on 9/13; Daly City: Cynthia Royer, Manager of Technical Services, via voice mail on 9/13; Half Moon Bay: Mohinder Sharma, City Engineer, via email on 9/13; Hillsborough: Dave Bishop, Assistant City Engineer, via email on 9/14; Millbrae: Khee Lim via email on 9/14; Pacifica: Van Ocampo, Director of Public Works/City Engineer, via email on 9/15; Portola Valley: Howard Young, Public Works Director, via email on 9/13; San Bruno: Robert Howard, Public Services Deputy Director of Maintenance Operations, via email on 9/15; San Carlos: Ray Chan, Senior Engineer, via email on 9/13

- E. **BASMAA Update.** The Water Board staff has prepared a tentative order to amend various Provision C.3 items in the municipal regional stormwater permit. The amendment would affect green roof specifications, soil specifications, and special projects that would be allowed to use alternatives to low impact development.

#### 4. SUCOMMITTEE REPORTS

- A. **Public Information/Participation** – The subcommittee will be meeting in September one week later than usual in order to allow the TAC to meet prior to the annual report submittal date. Shelly Reider from the City of Millbrae has volunteered to chair the subcommittee during FY 2011/12. Meetings will be held in Millbrae.
- B. **Commercial/Industrial and Illicit Discharge** – The subcommittee has not met recently; the next meeting will be held on September 21.
- C. **New Development** – The subcommittee discussed the October 6 low impact development training workshop. The new low impact development requirements will become effective on December 1, 2011. The subcommittee is working with other counties to develop an LID feasibility checklist to assist the cities to implement the new requirements. One of the pollutants of concern requirements is to do a stormwater treatment retrofit project, and the subcommittee is interested in installing a green street in the City of San Carlos as the retrofit project. The TAC will be requested at a future TAC meeting to approve the use of vehicle license funds for this green street retrofit project.
- D. **Municipal Maintenance Activities**
  - a. **Municipal Maintenance Subcommittee** – The subcommittee's draft minutes from its August meeting were included in the TAC agenda packet.
  - b. **Trash Work Group** – The trash work group has not met recently; its next meeting will be held on September 29. Janet Cox is concerned about not getting trash control devices installed on time, especially larger ones that require more time to plan and install. There will be additional funds available for use in disadvantaged census blocks. These grant funds will require 50% matching funds.
  - c. **Parks Maintenance and IPM Work Group** – The work group discussed plans for working with the San Francisco Estuary Partnership to hold structural pest control training in November.
- E. **Watershed Assessment and Monitoring** – The subcommittee met last week. Three pollutants of concern projects are proposed for the Pulgas Creek watershed in the City of San Carlos. These include sources of PCBs study, flushing streets and collecting the water to remove PCBs, and the green street project.

#### 4. PUBLIC COMMENTS - None.

#### 5. NEXT MEETING

The next TAC meeting will be held on October 18 at the City of Belmont.

#### 6. ADJOURNED

2011 NPDES TAC Attendance Record		Month											
AGENCY AND NAME	Telephone #	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SMCWPPP/Brisbane													
Matt Fabry	415-508-2134	X		X	X	X		X		X			
EOA, Inc.													
Fred Jarvis	510 832-2852 x111	X		X	X	X		X		X			
Regional Board													
Sue Ma	510-622-2386	X			X								
Selina Louie		X			X								
Atherton													
Steve Tyler	752-0570	X				X		X					
Belmont													
Gilbert Yau	595-7425	X		X	X					X			
Leticia Alvarez	595-7469					X							
Dalia Corpus	595-7468							X					
Brisbane													
Randy Breault	415-508-2130				X			X		X			
Karen Kinser	415-508-2133					X							
Burlingame													
Jane Gomery	558-7230					X							
Victor Voong	558-7230	X		X	X			X		X			
Kiley Kinnon	342-3727			X	X	X		X		X			
Colma													
Muneer Ahmed	757-8888	X		X	X	X		X		X			
Daly City													
Cynthia Royer	991-8203	X			X	X		X					
Ward Donnelly	991-8208												
Jesse Myott	991-8054				X	X		X					
Mike Peterson	991-5752												
East Palo Alto													
Jaime Camacho	853-3189			X		X							
Lucy Chen	853-3191	X			X					X			
John Latu	853-3165												
Foster City													
Norm Dorais	286-3279				X			X					
Mike McElligott	286-8140									X			
Half Moon Bay													
Muneer Ahmed		X		X	X	X		X		X			
Hillsborough													
Dave Bishop	375-7588												
Jen Chen	375-7488	X		X	X	X							
Catherine Chan								X		X			
Menlo Park													
Jennifer Ng	330-6740	X		X	X	X		X		X			
Virginia Parks	330-6752												
Rebecca Fotu													
Shaun Mau													
Millbrae													
Khee Lim	259-2347					X		X					
Anthony Riddell	259-2337					X							

2011 NPDES TAC Attendance Record		Month											
AGENCY AND NAME	Telephone #	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Kelly O'Dea	259-2448	X											
Tanya Benedik					X								
Pacifica													
Raymund Donguines	738-3768	X			X			X		X			
Kathryn Farbstein													
Elizabeth Claycomb	738-7361			X									
Portola Valley													
Howard Young	851-1700x214	X				X							
Redwood City													
Marilyn Harang	780-7477			X	X					X			
Valerie Matonis	780-7280			X									
San Bruno													
Nader Dahu	616-7065												
Jim Shannon	616-7065												
Robert Howard	616-7179	X		X		X		X					
Gino Quinn	616-7169												
San Carlos													
Gavin Moynahan													
Robert Weil	650-802-4202	X		X									
Ray Chan					X								
San Mateo, City													
Vern Bessey	522-7342	X		X	X	X							
Shelli St. Clair	522-7342							X		X			
San Mateo, County													
Ann Stillman	599-1417												
Mark Chow	599-1489												
Dermot Casey	372-6257	X		X	X	X		X		X			
Camille Leung	363-1826												
Julie Casagrande	599-1457	X			X	X		X		X			
Sarah Pratt	372-6245												
Mary Bell Austin	372-6259												
Carole Foster	599-1219												
So. San Francisco													
Cassie Prudhel	829-3840	X			X			X		X			
Daniel Fulford													
Rob Lecel	829-3882					X							
Shoshana Wolf	829-3880			X									
Woodside													
Gratien Etchebehere	851-6790	X			X					X			
C/CAG													
Richard Napier	599-1406									X			
Caltrans													
John Michels	510-622-5996			X									
Guests/Public													
Jon Konnan, EOA	510-832-2852 X108			X									
Geoff Brosseau, CASQA	650-365-8620							X					
Attendance		23		20	25	22		22		20			

## **DRAFT CII Subcommittee Report**

**Meeting Date:** September 21, 2011

### **Subcommittee Actions:**

- Agreed that the June subcommittee meeting summary was acceptable.
- Agreed to recommend that the PIP Subcommittee develop a sticker that would be put on dumpsters to remind people to close the dumpster lids when not being used.
- Agreed that Matt will prepare and send a letter to Bill Lent at County Environmental Health that summarizes inspection documentation concerns raised during the annual reporting. The business inspection work group will meet with Bill Lent and Dermot to discuss the letter and how to continue to make improvements.
- Agreed that the stormwater business inspection training will include information about non-stormwater discharges from construction sites that a stormwater business inspector may encounter.
- Agreed to update the illicit discharge field inspection form to match the information on the spreadsheet.

**Requested Technical Advisory Committee Action or Feedback/Guidance (if any):** None.

### **Other Information/Announcements:**

- **Pollution Prevention Group's Activities.** The work group held a pollutant prioritization meeting. The work group will be engaging BASMAA and the BACWA to have a campaign to control various pollutants. BASMAA has been wavering on whether to participate in the current regional campaign because of a lack of details about what the campaign will consist of.
- **Use of Guidance Materials.** Positive feedback was provided on use of the following guidance: Guidance on Annual Process for Identifying Businesses for Stormwater Inspections and Annual Inspector Training Guidance and Documentation. Dermot provided training for two new retail food facility inspectors and documented the training.
- **Areas for County Environmental Health Improvement.** One of the issues raised by cities as part of preparing their annual reports is that the inspection forms are not being completely filled out. Another issue is that the summary form would not include a violation, but a warning notice had been made to a business. The information being reported by County Environmental Health (CEH) needs to be reported in a way that is understandable by city staff. Dermot will be sending out the first quarter inspection information, and he encourages city staff to talk with their CEH inspector.
- **Identifying Businesses and Facilities Needing Stormwater Inspections.** A number of cities identified businesses that are not on CEH's business inspection list, but should receive stormwater inspections. Some of these businesses are either retail food facilities or hazmat facilities that CEH should be inspecting and others are not. The number of businesses not on CEH's business inspection list ranged from a handful in one city to about 100 in a several others. Dermot noted that CEH's Director has determined that CEH will not be able to take on any additional work because of existing work commitments.



- **Planning for Spring Stormwater Inspector Training Workshop.** Kiley suggested that the training include a module for non-stormwater discharges from construction sites for non-construction site inspectors. This suggestion was agreed to by the subcommittee.
- **MOU.** Dermot reported that about 15 cities have executed the new agreement with CEH to do stormwater inspections of retail food and hazmat facilities.

**Subcommittee Work That Affects Other Subcommittees:** The PIP Subcommittee should consider developing a dumpster sticker that reminds people to keep the dumpster lids closed when not in use.

**Next Steps:** Matt to draft letter and have work group meet with CEH to continue identifying improvements. Fred will update field inspection form for illicit discharges.

**Next Meeting Date:** Subcommittee will meet next on Weds. December 14, 2011 at 1:00 pm. – this will be one week earlier than the subcommittee usually meets.

**\*DRAFT\***

**Public Information and Participation Subcommittee Meeting Summary**  
City of Millbrae-Chetcuti Room

**Meeting Date:** September 20, 2011

**Subcommittee Action:** Approval of minutes for July 12 meeting.

**Requested Technical Advisory Committee Action or Feedback/Guidance (if any):** None

**Other information/Announcements:**

**Plastic Bag Ban**

- Eric Pawlowsky from the office of County Supervisor Groom, attended to provide the committee with information regarding the latest efforts by the Board of Supervisors to implement a ban on plastic bags in unincorporated San Mateo County. On September 27 at 1:30 p.m. the Board will meet to discuss the impact of the ban on businesses in the unincorporated area, and to discuss the various types of bans that could be adopted. County Counsel is compiling the options to be considered. The consideration comes in the wake of the recent State Supreme Court ruling on the case of Manhattan Beach, in which that city proceeded with a ban after declaring a Negative Declaration which eliminated the need for an Environmental Impact Report. The city was sued by a pro-industry group, and the court ruled that the area affected was small enough that an EIR was not required. The unincorporated areas of San Mateo County contain no large supermarkets, drug stores, or large “box” store retailers. Options being considered revolve around the extent of the ban in terms of what types of businesses must comply.

The committee discussion that followed included several points: that looking at the BASMAA approach to the ban in which a certain amount of credit, depending on the extent of the ban, could be offered by the State Water Board to municipalities to meet their trash load reductions as mandated by the Municipal Regional Permit; that County Environmental Health inspectors could enforce a ban on behalf of the municipalities if they resolve to adopt the ban implemented for County unincorporated

areas; that the cities of Belmont, Millbrae, San Carlos and South San Francisco are in various stages of considering a ban; that it would be helpful for the County Board to reach out to City Council Chambers to educate them on the points of considering a ban. Questions raised included whether a volunteer incentive to retailers to stop using plastic bags could count toward trash load reduction efforts; whether farmers markets would be affected; whether BASMAA has put together a matrix of ban options.

**Coastal Cleanup Day.**

- The 27<sup>th</sup> Annual California Coastal Cleanup Day took place September 17<sup>th</sup> from 9am to Noon at over 30 locations, both coastal & inland. This is the 6<sup>th</sup> year that San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) has been coordinator for the event. Achievements this year included gathering 25, 436 lbs of trash & recyclables and coordinating 4,178 volunteers. New 2011 partners in the effort included Recology, which helped with trash pickups at different inland areas: Sequoia Yacht Club which ran a site at their location in Redwood City; Coastside Land Trust which ran a new site along Pilarcitos Creek in Half Moon Bay; and the Pescadero Conservation Alliance which joined forces with State Park volunteers to cleanup Gazos Creek. Another new aspect included

a registry conducted by the Ocean Conservancy that was linked to flowstobay in order to get volunteers to register in advance. Approximately 850 volunteers pre-registered using this feature.

- For media relations, Environmental Health wrote a press release, and preliminary indications is that it was picked up by the San Jose Mercury News, The Daily Journal, the Half Moon Bay Review, the San Francisco Chronicle, and Patch.com. In addition, Environmental Health used Twitter to send out “tweets” on a regular basis relating to the upcoming event.
- Areas with over 1,000 lbs each of trash collected included Colma Creek, Central Park in Millbrae, Redwood City, Ryder Park in San Mateo, San Francisquito Creek/Runnymede area of East Palo Alto, and Cordilleras Creek behind Redwood High School in Redwood City. Areas with under 100 pounds each of trash collected were all beach locations, including Dunes State Beach, Francis State Beach, Montara State Beach, Pescadero State Beach, and Gazos Creek State Beach. This trend of low trash volume at coastal beaches continues from the last few years, possibly because trash cleanups are taking place more frequently by non-profit organizations throughout the year.

### **Community Action Grant.**

- This year’s grant application is being revised to be more easily understood and user friendly. Entire process will be broken into three information packets: the Invitation for Proposals, the Application Packet, and the Reporting Packet. All three will be available online so applicants can download them and type in their responses and then apply. This year’s deadlines: applications due November 18, with tentative notification date of January 13, 2012.

### **Regional Ad Campaign**

#### Litter Outreach Campaign

- Representatives of the programs funding the Regional Outreach Campaign for litter voted to recommend SGA Inc. as the project consultant to the BASMAA board. Essentially the finishing touches are being made to pave the way to launch the campaign as proposed by SGA. The overall dollar amount of \$615k had to be reduced because Marin County pulled out and took away their \$35k commitment, dropping the overall budget to \$580. It will be challenging to adjust the scope to accommodate the loss. The Litter Implementation Plan will most likely be revised and will be sent to committee members when it becomes available.

#### Media Relations

- BASMAA Media Relations efforts include another 6 pitches for the 2011-12 fiscal year: Two pitches on litter, one holiday related pitch (topic to be determined), a pesticide pitch, a car wash pitch, and one pitch yet to be determined. In another development, Baywise.org, a collaboration among the Bay Area Pollution Prevention Group (BAPPG), Bay Area Clean Water Agencies (BACWA), and Bay Area Stormwater Management Agencies Association (BASMAA), re-designed its website in the spring of 2011. BASMAA submitted revisions recently to give it more emphasis on stormwater pollution prevention. When these revisions are completed, the link will be sent to Committee Members. Also, on September 1, O’Rourke, the BASMAA media relations consultant, approached Save the Bay in order to propose a more collaborative approach to the annual Save the Bay press release that comes out prior to Coastal Cleanup Day. The result of this collaboration was recently emailed to committee members. Save the Bay’s approach this year was to choose their Hot Spots based on communities that are in the process of banning plastic bags. This year’s press release was more collaborative than in year’s past, and included a quote by Geoff Brousseau of BASMAA.

#### Our Water Our World Program

- The IPM Advocates Program generated 11 graduates in July of 2011. One of the graduates, Suzanne Bon Tempo, will be placed at two San Mateo County OWOW partner stores: Home Depot in Colma and Orchard Supply Hardware in South San Francisco. As an IPM advocate, her official goals will be: 1) to provide training to store staff on how to educate customers on OWOW and products, 2) to conduct outreach events at those stores, and 3) to increase sales of OWOW endorsed products at those stores. She will also attempt to improve the OWOW program at the Home Depot by re-establishing

OWOW there and monitoring it on a regular basis. Her efforts will be photographed and the photos will be used to encourage other stores to follow suit. She will be supervised by Annie Joseph, IPM consultant to BASMAA, who will report to Environmental Health on her progress. Suzanne's full time job is the pest control product purchaser for Wegman's Nursery, also an OWOW partner. Other OWOW actions items for this year include improving visibility of the logo in stores, ads, and signage; collaborating with the SFEP Got Ants campaign to include branding, making minor edits to a few of the fact sheets, and working on getting more support for OWOW in Home Depot Stores.

#### SF Bay Partnership Campaign

- The Campaign has established its committees, and the original participants have been automatically included in the newly formed Steering Committee, which last met in July. There are opportunities for PIP members to participate in the steering committee and are encouraged to do so since further involvement by Environmental Health is not part of the workplan. The Campaign has also established a Working Group which will focus on brand establishment and implementation. The next Working Group meeting is slated for late September and the Steering Committee will meet in October. If PIP committee members are interested in joining the Steering Committee to represent SMCWPPP, please inform Environmental Health. Environmental Health will stay on the distribution list and will update PIP of meeting minutes at each PIP meeting in lieu of an actual representative participating on the committee. The most recent developments for the campaign include: Jean Walsh (SFPUC) made contact with Rocket Genius, the group that takes a "curator" approach to securing design services. They have the capability to do the work. She's working on getting cost information. SFEP (San Francisco Estuary Partnership) has agreed to offer to use their website as a repository for agendas and documents on the developing regional campaign, creating a digital home for campaign items.

### **Stormwater Outreach Efforts**

#### Car Wash Outreach

- Currently 253 cards have been returned of nearly 5,000 given out, or 5%. The card expires December 31, 2011. The most popular car wash is South San Francisco Car Wash with 69 returns. The three Ducky's locations brought in 90 cards. Of the 11 partners, 3 of them are "drive through" washes, and although they are the most affordable, they brought in the least amount of coupons. The event that yielded the most returns so far is the Daly City Farmer's market, June 2<sup>nd</sup>. We have just enough cards to complete outreach events this fall.

#### School Outreach

- Both Banana Slug String Band and Rock Steady Science have begun booking schools for the 2011-12 school year. Members will receive an email from Environmental Health when their city is booked. BSSB will reach all jurisdictions again this year, with an emphasis on reaching different schools than previously visited. Rock Steady will reach only the jurisdictions that were not reached last year, because the contract started mid-school year (January 2011) and stipulated all jurisdictions be reached in an 18 month period

#### Outreach Events

- For 2011-2012 outreach events so far, Environmental Health staffed the Car Crazy Car show in San Mateo on August 13 and the North Fair Oaks festival on August 21. Currently scheduled upcoming events include one day of the Pacifica Fog Festival on September 24, the Passport to Health in Daly City on October 1<sup>st</sup>, and the Half Moon Bay Farmer's Market on October 29. After these events occur, the PIP members will receive an event debrief to be used in reporting for annual report. Environmental Health will also staff a table at the upcoming San Mateo County Teacher's Resource Fair, scheduled for September 28, where the school outreach program will be promoted.

### **New Workplan Tasks**

Updates and ideas were discussed relating to new tasks called out in the 3-year workplan. Included in the discussion were ideas for Car Wash Outreach, website modifications to incorporate Spanish language pages, and Outreach to Pest Control operators.

**Announcements:**

- Shelly Romriell has replaced Matt Fabry as PIP member for Brisbane.
- Michelle Daher will replace John Latu as PIP member for East Palo Alto.
- In July, Shelli St. Clair replaced Vern Bessey as PIP member for San Mateo.

**Subcommittee Work That Affects Other Subcommittees:** None.

**Next Steps:**

- Environmental Health will re-establish the partnerships with car washes and revise the car wash BMP tip card for residents. The revised tip card will have an embedded discount card that residents can cut out and place in their wallets. In the process, the idea of partnering car washes with high school fundraisers will be explored.
- Environmental Health will begin selecting web pages for translation, and will consider using hosting data to determine the more popular pages.
- Environmental Health will approach a number of organizations to search for a sponsorship to a program that educates Pest Control Operators on IPM

**Next Meeting Date:** November 8, 2011, from 10-12 at 450 Poplar St., Millbrae